



# How to Cut Shoe Expense

Shoes are judged largely by the way they wear.

And shoe wear, analyzed, means *sole* wear. What you have to pay for shoes, by the year, depends almost altogether on *how long* your soles last.

So when you buy shoes this Spring—for yourself or for others in your family—it will pay to give separate and thoughtful attention to the *soles*.

It will pay to learn the merits of Neolin Soles for these soles, costing no more than others, *wear longer* and so make shoes cost less.

If you have not learned the economy of these soles do so now. Get them on all the shoes you buy for members of your family this Spring. And specify Neolin Soles when you send worn shoes to the repairman for re-soling.

You will find that you get not only longer wear—money-saving wear—but also a pleasant and satisfactory kind of wear that you have not known before. For these soles were created by scientists to have all the qualities that soles should have—long wear, comfortable flexibility, waterproofness and resistance to slipping.

But when you ask for Neolin Soles, look underneath for the Neolin trade mark. Dealers' and repairmen in the lists below will point out this mark to you as identifying the genuine.

Mark that mark; stamp it on your memory!

Neolin—

*the trade symbol for a never changing quality product of*

The Goodyear Tire & Rubber Co., Akron, Ohio

(Tear out and Preserve these Lists)

## These Stores Sell Shoes with Neolin Soles

(Letters after Shoe Retailers' Names indicate extent of stocks of Neolin-soled Shoes carried. M—Men's—W—Women's—B—Boys'—G—Growing Girls'—C—Children's—R—Repairing done with Neolin Soles.)

A. Abelman, M., Main St., Norwich  
H. D. Barrows, M., 90 Main St., Norwich  
Frank A. Bill, M., 104 Main St., Norwich  
M. J. Cummings, M., 52 Central Ave., Norwich

## RETAILERS.

## These Repairmen Apply Neolin Soles

## REPAIRMEN.

Goodyear Shoe Repair Shop, 86 Franklin St., Norwich  
A. Goldblatt, 44 Franklin St., Norwich  
Patrick & Crowell, 22 Market St., Norwich  
Shufix Repair Shop, Franklin Sq., Norwich

Charbonneau & Andrews, M., Main St., Norwich  
J. F. Cosgrove, M. W. B., 206 Main St., Norwich  
A. Goldblatt, M., 44 Franklin St., Norwich  
Geo. W. Kies, M. B., 80 Main St., Norwich  
White Star Clothing Co., M., 147 Main St., Norwich

# Neolin Soles

Trade Mark Reg. U. S. Pat. Off.